Registration - Coffee Provided Courtesy of Starbucks

Welcome & Introduction
Melissa Hall, Emcee, KNWA

Winning on Amazon
Melissa Burdick, PacVue (Formerly of Amazon)

Brand Advocacy: Why and How to Control your Brand Equity Online
Michelle Dailing, SageTree

How Influencers Drive Sales on Amazon
Aliza Freud, SheSpeaks

Break - Get Your Passport Stamped at the Exhibitor Crawl!

Guarantee Your Supply is in High Demand
Lauren Griewski, Soul Expressed (Formerly of Facebook)

The Unsexy Side of Amazon
Clint Lazenby, Legacy Retail

High-Efficiency Traffic Management on Amazon: Maximizing Traffic and Sales
Alex Khmurets, Profitero

Lunch

Influencing Purchase for Today’s Value Shopper
Heather Wheeler & Joanie Demer, The Krazy Coupon Lady

How Fintech is Changing eCommerce: How You Benefit Whether You’re Buying or Selling
Alex Sklar, Payability

Break - Get Your Passport Stamped at the Exhibitor Crawl!

Your Brand, Your Label; Protecting Your Image in the Marketplace
Rosanna Rice, The Data Council

Feel the Need for Speed... As Your Top KPI
Meagan Bowman & Austin Willis, Stonehenge Technology Labs

Conclusion & Giveaway Prize Drawings
Melissa Hall, Emcee, KNWA

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